MKTG204

Integrated Marketing Communications

D2 2012

Marketing and Management

Contents

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General Information

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Credit points
3

Prerequisites
MKTG101

Corequisites

Co-badged status

Unit description
The unit is designed to introduce students to the marketing communication process and the
role and importance of communication as a strategic element of the marketing mix. The unit
introduces major concepts in marketing communications and integrate these concepts into a
framework, which form the basis for effective and efficient communication planning. The main
topics covered include: an introduction to marketing communications; elements of marketing
communication (including advertising, consumer and sales promotions, personal selling and
public relations); context and organisation of marketing communications; marketing
communication effectiveness; marketing communication objective setting; and ethics and
industry regulations. The major learning outcome from the unit is for students to develop skills
in selecting and integrating communication strategies as part of the broader marketing
strategy development.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

Identify and define key terms, concepts, frameworks, models and theories often discussed to in the marketing communications literature.

Understand principles of brainstorming and creativity in order to develop a good communication strategy for efficient cut-through and positioning of the brand.

Gain practical knowledge on how to structure an effective marketing message.

Assessment Tasks

Name	Weighting	Due
Case Study Presentation	10%	Refer to iLearn
Class test	15%	Refer to iLearn
Pitch Project	35%	Refer to iLearn
Final Examination	40%	University Examination Period

Case Study Presentation

Due: **Refer to iLearn**
Weighting: **10%**

This Unit Guide aims to provide only an overview of this assessment task. Refer to iLearn (https://ilearn.mq.edu.au/login/MQ/) for detailed information including standards and marking criteria.

Submission:

1. Immediately after the presentation, each group must submit a CD-ROM or USB stick (clearly labelled in an envelope) containing the soft copy of the group's PowerPoint case study presentation.

2. Each team member must also submit a peer assessment form. Refer to iLearn (https://ilearn.mq.edu.au/login/MQ/) for more information.

Extension:

No extension will be granted. Groups that have not presented and submit all required materials

above in the week assigned will be awarded a zero mark for the task, except for cases in which an application for special consideration is made and approved.

Penalties:

- There will be a deduction of 10% of the total available mark for this task if the presentation did not start or finish on time.

Your mark will be posted on the unit website (iLearn) after peer assessments from all groups have been received. The weight of peer assessment will not be considered for this task. It aims to give you a practice on how to complete the peer assessment form.

Class test

Due: **Refer to iLearn**
Weighting: **15%**

A 50 minute class test (closed book) for this unit will be held in tutorial classes.

You are expected to present yourself 5 minutes before class for this class test. Students may only sit for the test once in their registered tutorial class. Failure to sit for this test will result in a zero mark for this assessment task, , except for cases in which an application for special consideration is made and approved.

If a Supplementary Examination is granted as a result of the Special Consideration process, the schedule of the test will be provided direct to the students.

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: http://www.mq.edu.au/policy/docs/examination/policy.htm

On successful completion you will be able to:
- Identify and define key terms, concepts, frameworks, models and theories often discussed to in the marketing communications literature.
- Understand principles of brainstorming and creativity in order to develop a good communication strategy for efficient cut-through and positioning of the brand.

Pitch Project

Due: **Refer to iLearn**
Weighting: **35%**

This Unit Guide aims to provide only an overview of this assessment task. Refer to iLearn (https://ilearn.mq.edu.au/login/MQ/) for detailed information including standards and marking criteria.

Each group will write up a pitch project report based on the creative brief provided, and give a pitch presentation in their tutorial class.

Submission:

Each group must:

1. Turnitin their pitch write-up soft copy full report (PDF or MS Word) via iLearn (https://ilearn.mq.edu.au/login/MQ/) by the due date as specified on iLearn.
2. Submit a soft copy of the group's PowerPoint pitch presentation on a CD-ROM or USB stick in a clearly labelled envelope (in tutorial class) by the due date as specified on iLearn.
3. Submit a hard copy of the pitch write-up report (in tutorial class) by the due date as specified on iLearn.
4. Submit mindscribe journals of all team members in a clearly labelled enveloped (in tutorial class) by the due date as specified on iLearn.
5. Each team member must also submit a peer assessment form. Refer to iLearn (https://ilearn.mq.edu.au/login/MQ/) for more information.

Extension:

No extension will be granted. Late submission for the pitch write-up report will be accepted up to 48 hours (see penalties below) after the due date as specified on iLearn (https://ilearn.mq.edu.au/login/MQ/).

Penalties:

•   There will be a deduction of 50% of the total available marks made from the total awarded mark for each 24 hour period. So, if the pitch write-up is 48 hours or more late, the group will receive a zero grade for the assessment task.
•   There will be a deduction of 10% percent of the mark if the presentation did not start or finish on time.
•   These penalties do not apply for cases in which an application for special consideration is made and approved.

Your mark will be posted on iLearn (https://ilearn.mq.edu.au/login/MQ/) after peer assessments from all groups have been received. The weight of peer assessment will affect your individual total mark of the pitch project.

On successful completion you will be able to:
•   Understand principles of brainstorming and creativity in order to develop a good communication strategy for efficient cut-through and positioning of the brand.
•   Gain practical knowledge on how to structure an effective marketing message.

Final Examination

Due: **University Examination Period**
Weighting: **40%**

A final examination is included as an assessment task for this unit to provide assurance that:

- the product belongs to the student and

- the student has attained the knowledge and skills tested in the exam.

A 3-hour final examination for this unit will be held during the University Examination period.

Successful completion of the unit is conditional on a satisfactory assessment in the final exam.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations http://www.timetables.mq.edu.au/exam

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at: http://www.reg.mq.edu.au/Forms/APScons.pdf

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: http://www.mq.edu.au/policy/docs/examination/policy.htm

On successful completion you will be able to:
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Delivery and Resources

Classes

- Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial.
- The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au
- Once the tutorial groups are formed, students cannot change their classes.

- Attendance will be taken in both the lectures and tutorials.
- **Warning:** You must attend at least 10 of the 12 tutorials – failure to do so will lead to major deduction from your group-work contribution. Appeals against a Fail grade awarded in this Unit by students who have not attended at least 10 of the 13 lectures will less likely be considered.
- Medical certificates must be provided if you are not able to attend a class without incurring a penalty.
- Students are expected to arrive on time, and not to leave until the class ends.
- If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.
- Students must be quiet during classes, unless of course when class participation is required.
- Mobile phone must be turned OFF and not simply set to 'silent'.
- All laptops must be turned OFF in class.
- Students who disturb or disrupt in lectures and tutorial class will be asked to leave.
- All students have to complete two peer assessments, one for the case study presentation and the other on the pitch project.
- The lecturer has the final say in the adjustment of group-work marks taking into account peer assessment ratings.

Prizes

None

Required and Recommended Texts and/or Materials

- Prescribed text: Integrated Advertising, Promotion and Marketing Communications, 5th Edition by Kenneth E. Clow and Donald Baack, Pearson, 2012.
- Prescribed unit materials: There will be case studies/materials students are expected to research for class presentations and discussion.

Technology Used and Required

- Students are required to learn how to use power point, word processing and iLearn.

Unit Web Page

- The web page for this unit can be found at: https://ilearn.mq.edu.au/login/MQ/

Teaching and Learning Strategy

- The unit is taught by lecture and tutorial discussions.

- What is expected from students? Read in advance; prepare case studies and assigned homework for tutorials; follow current developments in the market place; be able to apply concepts in tutorial exercises; respond to questions raised during lectures; demonstrate enthusiasm for the subject; attend all group meetings; keep a diary and a "mindscribe" notebook of evolving concepts for their pitch project.

Unit Schedule

Week	Lecture	Readings	Tutorial
1	Introduction, Communication Process, Promotion Mix, and IMC Planning Process	Chapters 1 (pages 20 to 25) and 4	No tutorial
2	Buyer Behaviours, and Brainstorming Techniques (Concepting for advertising creative strategy)	Chapter 3, and the idea generation article on iLearn	Before class: • Read information about the Assessment Tasks on iLearn carefully • Read this Unit Guide carefully • List questions you may have about the Unit Guide and the tasks In class: • Forming groups • Discussion of assessment tasks and their components: Case Study Presentation; Class test; Pitch Project including leader's diary, each person's "mindscribe" notebook, peer assessment, guidelines for managing the Pitch Project, Pitch Project report template; and Final Examination • Creative thinking exercise of a brand name for the Pitch Project

3	Branding, and Advertising Design: Theoretical Frameworks and Types of Appeals	Chapters 2 and 6	Before class: • Each group brainstorms and comes up with at least five good brand names for the Pitch Project – use the brainstorming techniques learned in Lecture Week 2 to brainstorm and evaluate the ideas • Each group answers weekly Pitch Project discussion questions (some discussion questions are available on iLearn) • Each group undertakes research and discusses Case Study Presentation questions (see questions in the Assessment Tasks on iLearn) • Each student answers Textbook's end of chapter questions In class: • Each group submits at least five potential good brand names for the Pitch Project • Each group works on Case Study Presentation • Discussion of Case Study Presentation, Pitch Project (inspection of 'mindscribe' notebooks – progress check) and Textbook's end of chapter questions (learning check)
4	Advertising Design: Message Strategies and Executional Framework; and Traditional Media and Media Planning	Chapters 7 and 8	Before class: • Each group answers weekly Pitch Project discussion questions (some discussion questions are available on iLearn) • Each group undertakes research and discusses Case Study Presentation questions and prepares for their presentation • Each student answers Textbook's end of chapter questions In class: • Media planning exercise for the Pitch Project • Each group works on Case Study Presentation • Discussion of Case Study Presentation, Pitch Project (inspection of 'mindscribe' notebooks – progress check), and Textbook's end of chapter questions (learning check)
5	Introduction to IMC concept, Why IMC?, and Revision	Chapters 1, and all above	Before class: • Each group answers weekly Pitch Project discussion questions (some discussion questions are available on iLearn) • Each group prepares/rehearses for their Case Study Presentation • Each student answers Textbook's end of chapter questions In class: • Case Study Presentations by Groups 1, 2, and 3 • Discussion of Pitch Project (inspection of 'mindscribe' notebooks – progress check)

6	E-active Marketing Media Tools	Chapter 9, and the social media article on iLearn	Before class: • Each group answers weekly Pitch Project discussion questions (some discussion questions are available on iLearn) • The remaining groups rehearse for their Case Study Presentation • Each student answers Textbook's end of chapter questions In class: • Case Study Presentations by Groups 4 and 5 • Discussion of Pitch Project (inspection of 'mindscribe' notebooks – progress check)
7	Alternative Marketing Media Tools	Chapter 10	Before class: • Each student prepares for class test • Each group discusses weekly Pitch Project discussion questions (some discussion questions are available on iLearn) • Each student answers Textbook's end of chapter questions In class: • *****CLASS TEST in tutorials*****
8	Evaluating an Integrated Marketing Program	Chapter 15	Before class: • Each group finishes their Media Strategy draft • Each student answers Textbook's end of chapter questions In class: • Each group shows their Media Strategy draft for tutors to sight • Each group drafts their Creative Strategy for the Pitch Project • Discussion of Pitch Project (inspection of 'mindscribe' notebooks – progress check), and Textbook's end of chapter questions (learning check)
9	Database, Direct Response Marketing, and Personal Selling	Chapter 11	Before class: • Each group finishes their Creative Strategy draft. Note: Each group is expected to also have written a full report and is starting to proofread and edit their work. • Each student answers Textbook's end of chapter questions In class: • Each group shows their Creative Strategy draft for tutors to sight • Each group prepares their Pitch Project report • Discussion of Pitch Project (inspection of 'mindscribe' notebooks – progress check), and Textbook's end of chapter questions (learning check)

10	Public Relations and Sponsorships Program	Chapter 13	Before class: • Each group prepares a full Pitch Project report that has been carefully proofread and edited • Each student answers Textbook's end of chapter questions In class: • Each group prepares their Pitch Project report/presentation • Discussion of Pitch Project presentation and report submission logistics, reminder of standards and marking rubric • Discussion of Textbook's end of chapter questions (learning check) • By the end of this week, their report and PowerPoint presentation files/materials should be ready to submit
11	Sales Promotions	Chapter 12	Before class: • Each group rehearses for their Pitch Project presentation • Each student answers Textbook's end of chapter questions In class: • Pitch project presentations. Two groups will be randomly drawn to present, but all groups must be ready • Discussion of Textbook's end of chapter questions (learning check)
12	Ethics and Regulations	Chapter 14	Before class: • The remaining groups rehearse for their Pitch Project presentations • Each student answers Textbook's end of chapter questions In class: • Pitch project presentations. Next two groups will be randomly drawn to present, but all the remaining groups must be ready. • Discussion of Textbook's end of chapter questions (learning check)
13	Managing Communications Agencies, Teaching Evaluation, Revision, and Study Tips for Final Exam	Chapter 5	Before class: • The last group rehearses for their Pitch Project presentation • Each student answers Textbook's end of chapter questions In class: • Pitch project presentation – last group

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy http://www.mq.edu.au/policy/docs/assessment/policy.html

Grade Appeal Policy http://www.mq.edu.au/policy/docs/gradeappeal/policy.html

Special Consideration Policy http://www.mq.edu.au/policy/docs/special_consideration/policy.html

In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim

- all academic collaborations are acknowledged

- academic work is not falsified in any way

- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction

- D - Distinction

- CR - Credit

- P - Pass

- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

http://www.mq.edu.au/policy/docs/grading/policy.html

Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_curren

t_students/how_do_i/grade_appeals/

Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

Student Support

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: http://students.mq.edu.au/support/.

UniWISE provides:

- Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills/
- Personal assistance with your learning & study related questions.
- The Learning Help Desk is located in the Library foyer (level 2).
- Online and on-campus orientation events run by Mentors@Macquarie.

Student Services and Support

Students with a disability are encouraged to contact the Disability Support Unit who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

Details of these services can be accessed at http://www.student.mq.edu.au/ses/.

IT Help

If you wish to receive IT help, we would be glad to assist you at http://informatics.mq.edu.au/help/.

When using the university's IT, you must adhere to the Acceptable Use Policy. The policy applies to all who connect to the MQ network including students and it outlines what can be done.

Graduate Capabilities

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in

order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcome

- Understand principles of brainstorming and creativity in order to develop a good communication strategy for efficient cut-through and positioning of the brand.

Assessment task

- Pitch Project

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcome

- Understand principles of brainstorming and creativity in order to develop a good communication strategy for efficient cut-through and positioning of the brand.

Assessment task

- Pitch Project

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Understand principles of brainstorming and creativity in order to develop a good communication strategy for efficient cut-through and positioning of the brand.
- Gain practical knowledge on how to structure an effective marketing message.

Assessment tasks

- Case Study Presentation
- Pitch Project

Research and Practice

• This unit uses research by Lawrence Ang:

> • Ang, L. (2011). Community Relationship Management and Social Media. Database Marketing & Customer Strategy Management Vol. 18, 1, 31–3

> • Ang, L., Matukin, M. and Ohme, R. (2009). The Arousal and Affective Response to Music and Video-clips. International Conference of Research in Advertising, Klagenfurt, Austria, June.

> • Ang, L and Hutton, S. (2007). Achieving Visual Attention in Print. A preliminary study of visual fixations to deviant and evocative ads. International Conference of Research in Advertising, Lisbon, Portugal, June.

> • Ang, L. (2000). Towards a structural theory of creativity in print advertising:The remote associate matching theory model. Australasian Marketing Journal, 8 (1), pp. 31-44.

• This unit uses research from the following journals:

> • Journal of advertising

> • Journal of advertising research

> • Journal of marketing

> • Journal of consumer research

• This unit gives you practice in applying research findings in your assignments

• This unit gives you opportunities to conduct your own research.